



resonate

THE **CORONAVIRUS** PANDEMIC HASN'T BEEN AN EQUAL OPPORTUNITY CRISIS. WHO ARE THE **DIVERSE AMERICANS** ENGAGED WITH CORONAVIRUS CONTENT?

We surveyed American adult online consumers to get real-time data on sentiment, motivations and values in the wake of the COVID-19 pandemic.

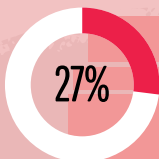
But, this crisis isn't affecting all people equally and its impact plays out in different ways across communities. We're looking into the specific nuances in the data in regard to Hispanic and Black Americans and those that are engaged with coronavirus. We set out to survey their levels of engagement with coronavirus data and their concerns regarding the effect of COVID-19 on specific industries. In digging into the data, we examined three audiences: Spanish-speaking Hispanic adults, Spanish and English-speaking adults and Black adults.

8
MILLION

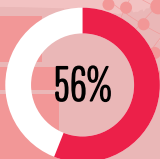
SPANISH-SPEAKING HISPANIC ADULTS

ENGAGING WITH COVID-19 CONTENT

Looking at American consumers who are engaged with coronavirus content online and narrowing that to Hispanics who are primarily Spanish-speaking, we have identified a group of 8 million adults out of a total Spanish-speaking Hispanic audience of 17.9 million. This is a snapshot of that group.



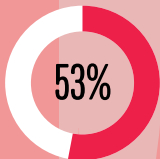
18-24
years old



Female



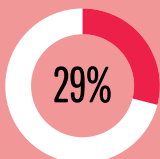
Have children
under 18



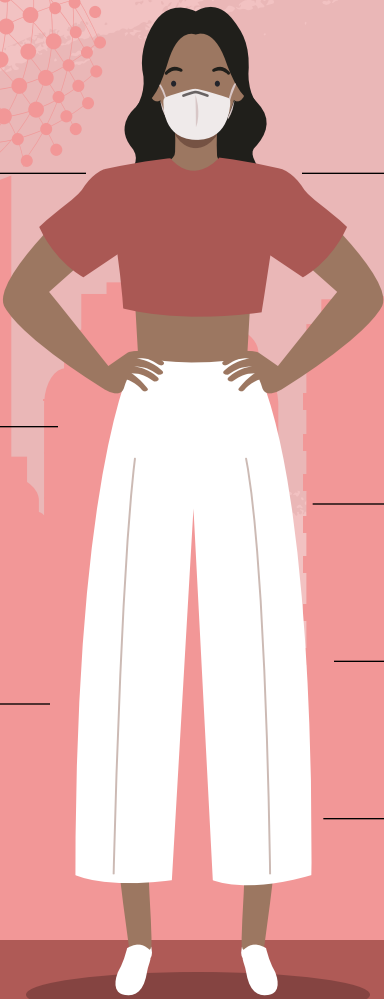
Single



Spend >40
hours online
per week



\$25-50K
household
income



Univision, Telemundo and
LA Times are primary media
sources

Tumblr and Snapchat are
most popular social media
channels

H-E-B, Dillard's and Toyota
are their favorite brands

Top personal values
include stimulation,
creativity, achievement

Primary purchase drivers
are price and convenience



51%

believe it could take 7
months or longer for life to
return to "normal."



67%

say their likelihood to order
groceries online has stayed
the same



33%

are concerned about the
economic effects of
coronavirus to a large extent



20%

say their likelihood of using
a delivery service for a
purchase has increased



57%

are practicing social
distancing to a large extent



57%

do not believe their leisure
travel will return to normal
until Winter 2020 or later



45%

are quarantining in
place to a large extent



65%

believe the media is
appropriately representing
coronavirus



40%

are avoiding physical
stores to a moderate
extent



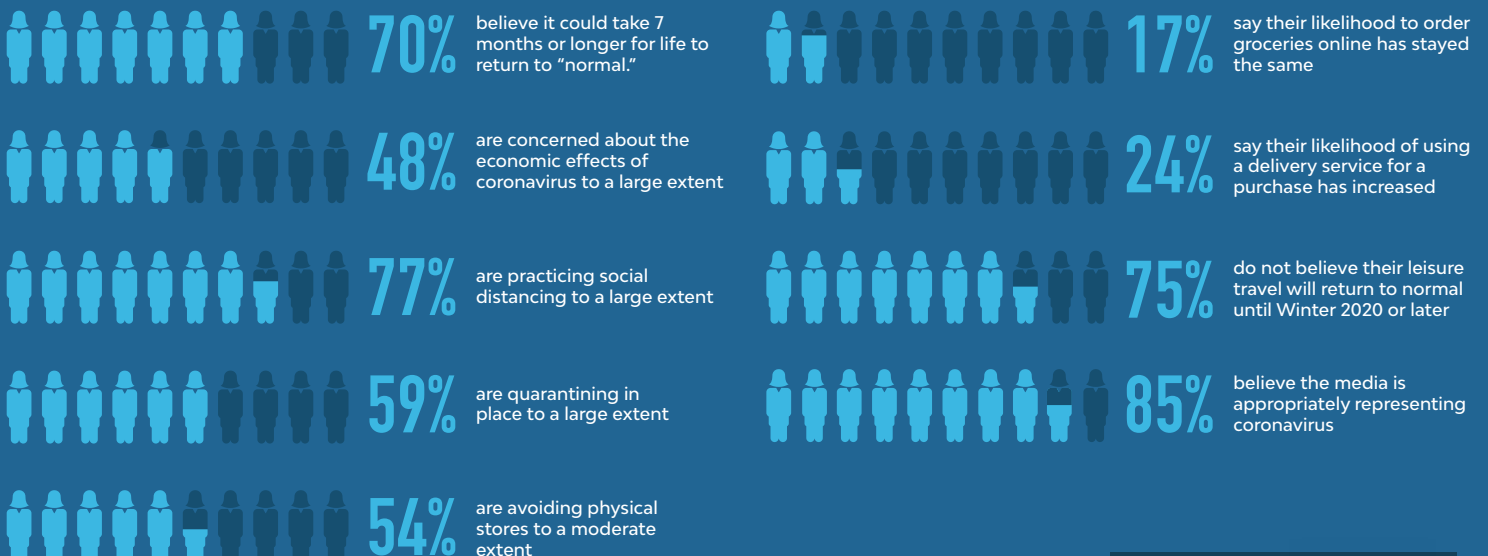
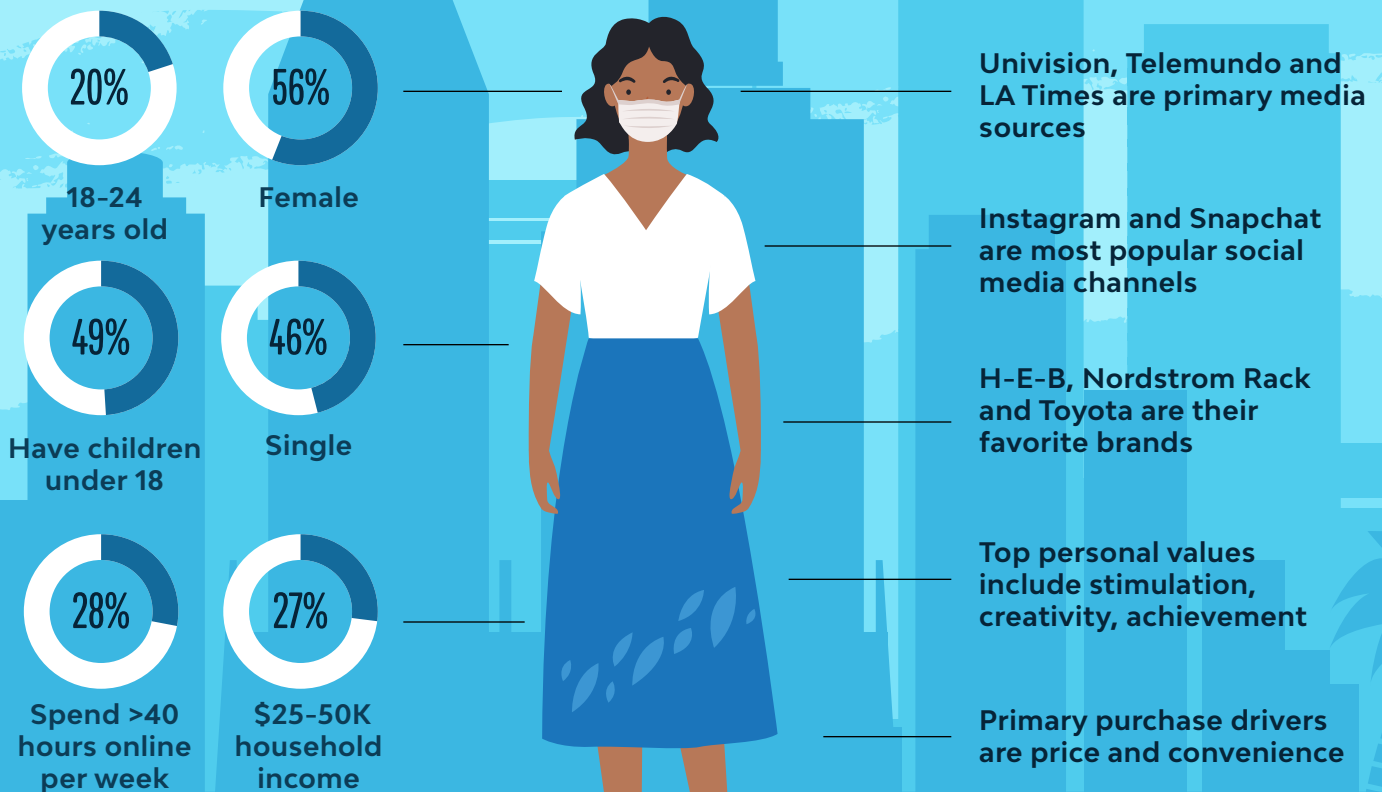
LEARN MORE

7.4
MILLION

SPANISH AND ENGLISH-SPEAKING HISPANIC ADULTS

ENGAGING WITH COVID-19 CONTENT

Looking at American consumers who are engaged with coronavirus content online and narrowing that to Hispanics who speak both Spanish and English at home, we have a group of 7.4 million adults, out of a total Spanish and English-speaking Hispanic audience of 31.3 million. This is a snapshot of that group.



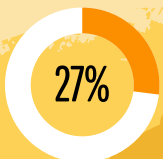
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12.7
MILLION

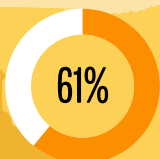
BLACK ADULTS

ENGAGING WITH COVID-19 CONTENT

Looking at American voters who are engaged with coronavirus content online and narrowing that to Black American adults, we have identified a group of 12.7 million adults, out of a total Black audience of 26.3 million. This is a snapshot of that group.



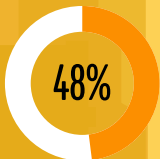
35-44
years old



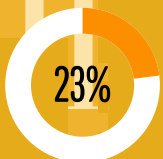
Female



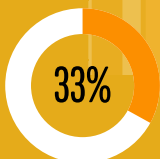
Do not have
children under 18



Single



Spend >40
hours online
per week



\$25-50K
household
income

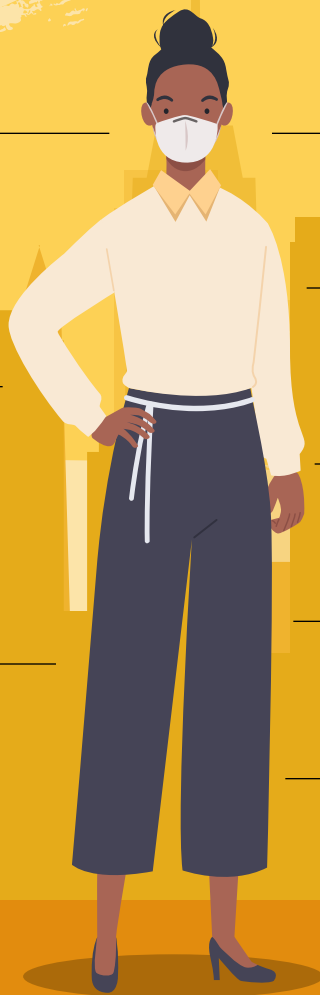
BET, OWN and USA Today
are primary media sources

Instagram and Twitter are
most popular social media
channels

Publix, Marshall's and Nissan
are their favorite brands

Top personal values
include humility, tradition
and influence

Primary purchase drivers
are price and brand



49%

believe it could take 7
months or longer for life to
return to "normal."



67%

say their likelihood to order
groceries online has stayed
the same



35%

are concerned about the
economic effects of
coronavirus to a large extent



13%

say their likelihood of using
a delivery service for a
purchase has increased



56%

are practicing social
distancing to a large extent



60%

do not believe their leisure
travel will return to normal
until Winter 2020 or later



44%

are quarantining in
place to a large extent



60%

believe the media is
appropriately representing
coronavirus



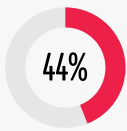
39%

are avoiding physical
stores to a moderate
extent

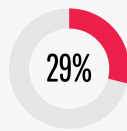


LEARN MORE

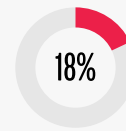
— OF ALL SPANISH-SPEAKING AMERICAN ADULTS —



ARE ENGAGED WITH
CORONAVIRUS CONTENT.

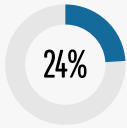


BELIEVE THE MEDIA IS
APPROPRIATELY
REPRESENTING THE CRISIS.

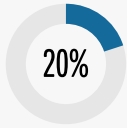


ARE AVOIDING
PHYSICAL STORES.

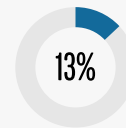
— OF ALL SPANISH AND ENGLISH-SPEAKING AMERICAN ADULTS —



ARE ENGAGED WITH
CORONAVIRUS CONTENT.

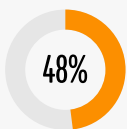


BELIEVE THE MEDIA IS
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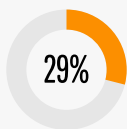


ARE AVOIDING
PHYSICAL STORES.

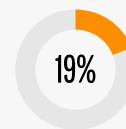
— OF ALL BLACK AMERICAN ADULTS —



ARE ENGAGED WITH
CORONAVIRUS CONTENT.



BELIEVE THE MEDIA IS
APPROPRIATELY
REPRESENTING THE CRISIS.



ARE AVOIDING
PHYSICAL STORES.

Times of crisis provide you the opportunity to strengthen your relationship with your consumers, but that means you need to know how to talk to them, where to find them, when to engage with them and what matters to them in this moment. What they cared about in January isn't relevant today. Consumer sentiment, preferences and values are evolving monthly, if not weekly, and Resonate gives you the ability to stay up-to-date on what's going to connect with your audience now.

Resonate provides the data you need to reach these diverse audiences with real-time insights. When you upload your first- or third-party data into the Resonate Ignite Platform, you amplify your data with dynamic insights on 13,000+ attributes connected to over 200 million U.S. adults. You'll gain a 360-degree view of your prospects and customers that give you the human behind the IP address and reveal the who, what, where, when and why that drives their decisions. Additionally, our latest wave of data on the impact of COVID-19 on consumers was released this week. Download your copy of [**Understanding the Evolving U.S. Consumer During the Coronavirus Pandemic**](#) today.

SEE IT IN ACTION

Resonate is a pioneer in A.I.-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.



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